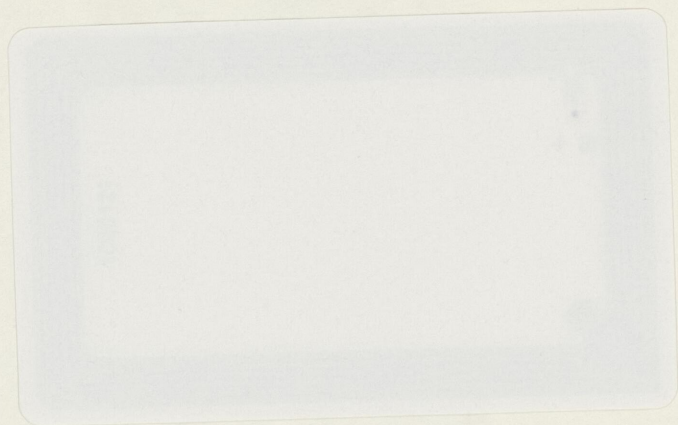


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ICO Newsletter

VOL. XI, NO. 1

Sept.-October, 1970

NEW YEAR BEGINS AT ICO

One hundred thirty nine students from thirty states began their first professional year of study recently at the Illinois College of Optometry. Orientation for the new students was held on September 10 and 11. In addition to usual registration and class assignments, the new students were given tours of the college facilities by the upperclassmen and spent an afternoon in meetings with Student representatives.

On Thursday, September 10, a luncheon in the Brady Hall cafeteria was arranged to welcome the new arrivals and to acquaint them with the ICO faculty, administrative staff, and leaders in the profession of optometry and in other fields. Among those present at the luncheon were Board members, Dr. Glenn H. Moore, and Mr. Raymond J. Spaeth; the president of the ICO National Alumni Association, Dr. C.K. Hill of Toledo, Ohio; and a director of the Alumni Association Executive Council, Dr. James J. Gardner of Chicago. Mr. Dan Morgan, Executive Secretary of the Illinois Optometric Association, extended wishes on behalf of the Association and welcomed the group to Illinois. Also introduced were area optometrists, Dr. Ernest Havrilla of Chicago; Dr. Clarence J. Strobel of Chicago, past member and former secretary of the Illinois State Board of Examiners; Dr. Lamar Wells of Dixon; Dr. Irving J. Peizer of Riverside; and Dr. Don A. Frantz of DeKalb, past president of the AOA, and a member of the ICO faculty. Dr. James J. Brophy, Vice President, and Mr. Melvin Tracht, Vice President and Treasurer, Illinois Institute of Technology, welcomed the students and extended to them the use of facilities available on campus. Also introduced were Mr. Fred Marvin, Director of the Vision Conservation Institute in Downers Grove, Mr. Stanley Nicholson, President, Mr. Raymond A. Clifford, Vice President, and Mr. Peterson of the Drexel National Bank; Mr. Raymond J. Spaeth, Jr., Vice President of the Lakeside Bank; Mr. Stanley R. Weinberger, college legal counsel; and Mr. Frank Abney, college CPA.

Also introduced at the luncheon were members of the administration, faculty, and staff, as well as Student Council and dormitory representatives. Following the luncheon, Commander Charles Pepp, 21st Police District, addressed the first year students and discussed the usual problems facing students coming to a large metropolitan area. He covered laws as it pertains to drugs, liquor and motor vehicle operations, etc.

On Wednesday evening, September 16, the Student Council of Illinois College of Optometry sponsored a "President's Reception" at 7:30 pm in the Rodriguez Memorial Auditorium.

The very well attended reception provided an opportunity for new students to meet ICO President and Mrs. Eugene W. Strawn and Student Council President and Mrs. Vito Racanelli as well as Dean and Mrs. A.A. Rosenbloom and Assistant Dean and Mrs. H.S. Wodis. Also present to meet the students were other members of the college administration and faculty. The occasion also served as an opportunity for the new students to meet and talk with the upperclassmen and their wives. Refreshments were served by members of the Student Council and the ICO Dames Club.

Members of the first year class, listed by state are:

ARKANSAS: David J. Luke, Berryville; CALIFORNIA: Roy Clifton Crompton, Jr., San Jose; Steven B. Gorowitz, Los Angeles; COLORADO: Milton Herman, Englewood; Jay E. Highland, Durango; George Thomas Moss, Denver; Ronald A. Plotkin, Denver; CONNECTICUT: Jeffrey Peter Johnson, Waterbury; Lee Snow, Perby; FLORIDA: Frederick Forrest Flink, Miami Springs; Richard Philip Glaser, Miami; Albert Henry Rodriguez, Odessa; HAWAII: Dennis S. Ho, Honolulu; ILLINOIS: William Barry Brand, Chicago; Alan David Burstein, Justice; James K. Chikaraishi, Morton Grove; Gordon Vincent Culp, Jr., Des Plaines; Karl Stefan Csiszer, Plano; Barry Albert

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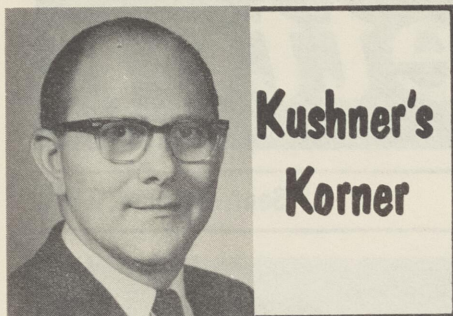


GOROSHOW TO SELECTIVE SERVICE

Chicago, Illinois Doctor Eugene W. Strawn, President of the Illinois College of Optometry, announced today that Doctor Jess E. Goroshow, Assistant to the President, has been appointed as "Medical Advisor" to the Illinois State Director of the Selective Service System. On making the appointment, State Director John H. Hammack said:

"We welcome you as a member of the Selective Service System and feel sure you will enjoy working with us in your official capacity as Medical Advisor to the State Director. At the same time you will be performing a most patriotic service to your community, state and nation."

Doctor Goroshow, a recently retired Army Colonel, is the only Optometrist serving in this capacity. This Selective Service appointment follows his recent appointment as Optometry Consultant to the Surgeon General of the Army. Doctor Strawn stated that the Illinois College of Optometry is pleased with both of these appointments and congratulated Doctor Goroshow on his being selected to serve in such positions for which he is so eminently qualified.



Kushner's Korner

Congratulations to the new officers of our Alumni Association. Dr. C. K. Hill is our new President, Dr. Bob Rosenthal is Vice-President, and Dr. Ken Martin has been re-elected Secretary-Treasurer.

I am sure that you will join me in pledging our full support and cooperation to the new officers.

C.K. was kind enough to ask me to continue Kushner's Korner for awhile. I'm very happy to do it. This column is like writing a letter to you six times a year. I have done it for so many years that it has become a part of my regular activities.

After returning from Hawaii, I attended the Planning Conference of the ADA in St. Louis as chairman of the Ad Hoc Committee on Group Practice, and member of the Committee on Vocational Guidance. I am very happy to be a part of that hard working group. It will help me to fill the void created by not having Alumni activities any more.

The Organization Meeting of the Alumni Association was in August. At the end of the first day new officers were elected and Dr. Hill took the chair. Several long-range and short-range problems were discussed, decided on, and started. The Alumni Council made several recommendations, which Dr. Hill or the Alumni Council representative will submit to the Board of Trustees at their meeting October 27.

I am extremely happy to report to you that my son, Ken, has finally returned home from Vietnam. He came on July 26. Decorated with several medals, but all in one piece. He is now at Mankato State College taking some pre-optometry courses. I hope that he can arouse and maintain his interest so that eventually he can become one of our colleagues. He has earned the Silver Star, and the Purple Heart with Two Oak Leaves. Needless to say, Doris and I, as well as his sisters, are extremely proud of him. Roxie is back in college as a Junior, heading for a career as first

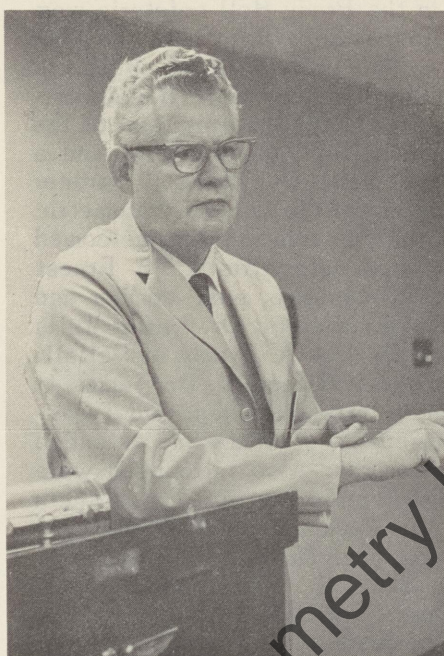
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DR. FRANTZ JOINS FACULTY

The faculty at Illinois College of Optometry was bolstered recently by the addition of Dr. Don A. Frantz, ICO '37, of DeKalb, Illinois. Dr. Frantz is a Past President of both the Illinois Optometric Association and the American Optometric Association, and presently is a member of the A.O.A. Committee on Practice Management. Over the years, Dr. Frantz has become a nationwide authority on practice management, and is in great demand as a lecturer in that area.

Dr. Frantz will be lecturing fourth year students this term, teaching the subjects specifically related to his specialty—Practice Management. He will be working closely with Dr. E.W. Strawn, President of I.C.O., who will present approximately twenty-five per cent of the lectures while Dr. Frantz presents the remaining seventy-five per cent.

Vast lecturing experience coupled with a keen sense of humor and excellent knowledge of his subject are quickly making Dr. Frantz a favorite among the students. His lectures should prove invaluable to the members of the Class of 1971 and those to follow.



Dr. Don Frantz, Lecturer in Practice Management.

DR. HILL—NEW PRESIDENT OF ICO ALUMNI ASSOCIATION

Dr. C. K. Hill of Toledo, Ohio, is the new President of the Illinois College of Optometry Alumni Association. Dr. Hill was elected at the meeting of the Executive Council in Chicago, August 15 and 16. Dr. Hill was chairman of the Alumni Association Building Fund Campaign which raised \$750,000 for the new building.

Dr. Hill succeeds Dr. Frederick Kushner of Sheldon, Iowa, as President. Dr. Kushner steps down from his post as President of the Alumni Association after fifteen years. It was under Dr. Kushner's guidance that the Alumni of ICO and its predecessor schools joined together to become the most active Alumni Association in the profession. Dr. Kushner will remain on the Alumni Council.

DR. SHULMAN LECTURES TO ISRAEL OPTOMETRISTS AND OPHTHALMOLOGISTS

Dr. Paul F. Shulman, Professor of Optometry at the Illinois College of Optometry, responded to an invitation to lecture to the Association of Israel Optometrists by presenting a post-graduate educational seminar at the Tel Aviv Hilton Hotel on July 30, 1970. The program was attended by 130 practitioners from the entire State of Israel.

The seminar dealt with the effects of drugs on visual symptomatology, emphasizing how many medications that are presently being utilized by patients for general and systemic care can and do induce frequent visual symptoms.

On August 4, 1970, Dr. Shulman again lectured at the Tel Aviv Hilton to the Israel Optometric Association dealing with the physiology of contact lens adaptation, insult, and pathology induced by the overwear of contact lenses. This seminar dealt primarily with the factors influencing contact lens adaptation and the methods of tissue repair following contact lens insult.

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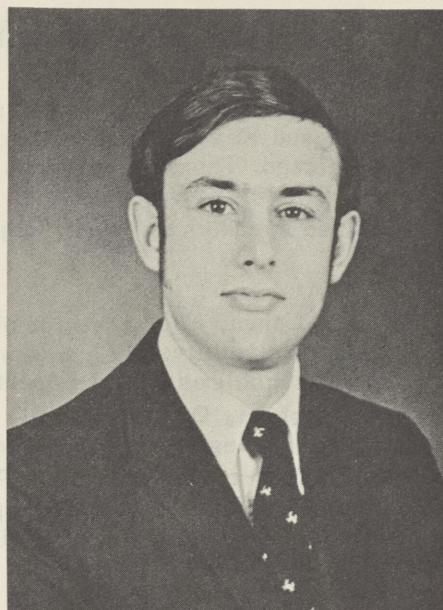
STAFF ICO NEWSLETTER



Dr. Glenn H. Moore
.....Acting Editor
Dr. Earl P. Fisher
.....Alumni Editor
Charles Brownlow
.....Student Editor

DR. GREENSPAN ON ICO FACULTY

The Illinois College of Optometry is pleased to announce the addition to its faculty, as a Lecturer in Visual Psychology, of Dr. Steven B. Greenspan who graduated from ICO Magna Cum Laude in 1968. Dr. Greenspan did his pre-optometry work at the University of Wisconsin in Madison. His B.S. degree was awarded by ICO in 1967. He was awarded the M.S. degree by Indiana University at Bloomington in 1970. He began work toward the Ph.D. degree at Indiana University in June 1970. He is working toward its completion, in Experimental Psychology, at Illinois Institute of Technology in Chicago.



Dr. Greenspan was an Associate and Clinical Instructor in Optometry at Indiana University 1968-70. He is also a private optometric practitioner in Harvey, Illinois where he specializes in visual and perceptual-motor disorders of children.

Dr. Greenspan is a member of the American and Illinois Optometric Associations; Associate Fellow, American Academy of Optometry; Clinical Associate, Optometric Extension Program Foundation; Beta Sigma Kappa; Tomb and Key Honorary Fraternity; Phi Theta Upsilon; Associate member, Society of the Sigma Xi; Diplomate, National Board of Examiners in Optometry.

He has won the following awards and honors: Illinois College of Optometry: President's Award; ICO Fellowship (2 Years); Beta Sigma Kappa Silver Medal; Valedictorian, class of 1968; Faculty Memorial Award (research). Indiana University: Founder's Day Award; American Optometric Foundation Fellowship 1968-69 and 1969-70 to support work at Indiana University.

Dr. Greenspan is married to the former Barbara Ann Powell of Chicago. They have one child, Amy Caryn, born Jan. 2, 1970.

CLINIC STAFF ENLARGED

Illinois College of Optometry has added four clinical associates to the faculty. These men will serve in the clinic as instructors. The men are in private practice in the Chicago area and will serve in the clinic on a part time basis. Dr. James R. Conlon, Jr., is a 1948 graduate of I.C.O. and has his practice in St. Charles, Illinois. Dr. Ronald S. Kraar, a 1965 graduate of I.C.O., is in private practice in Chicago. Dr. Lee C. Small is also a 1965 graduate, and has his practice in Arlington Heights, Illinois. Dr. Kenneth W. Gerke, I.C.O. '69, has his practice in Lisle, Illinois.

The Newsletter staff wishes to extend a hearty welcome to these gentlemen.

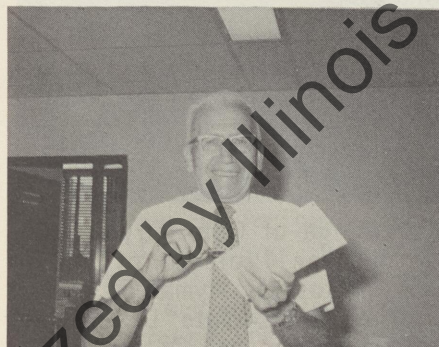


Pictured are I.C.O.'s four new clinical associates. Left to right they are, Drs. Kenneth W. Gerke, Ronald Kraar, Lee C. Small and James R. Conlon, Jr.

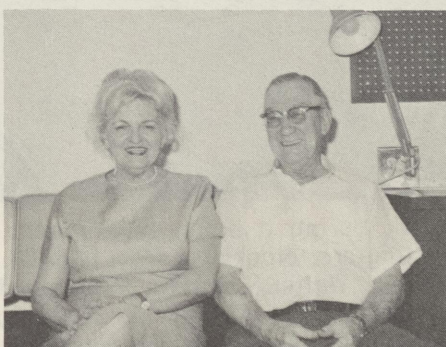
THE SEHNERTS RETIRE

Mr. and Mrs. Walter Sehnert, who have been on the staff of Illinois College of Optometry for almost eleven years, have retired. Mr. Sehnert was assistant business manager during this period. Mrs. Sehnert has been house mother since Brady Residence Hall was opened in 1965. Their new home will be in Benton, Arkansas. Best wishes from ICO go with them for a happy retirement.

Mr. Sehnert's responsibilities will be assumed by his former assistant, Richard E. Hoffman. Mrs. Edward Deppiesse will become the new house mother in Brady Hall. Mr. Deppiesse will continue as a member of the ICO staff in charge of instrument maintenance.



Mr. Walter Sehnert



Mr. and Mrs. Deppiesse



Mr. Hoffman

DR. SCHLANGE ADDRESSED VISION TESTERS

Dr. Darrell G. Schlange, Assistant Professor of Optometry at the Illinois College of Optometry presented a seminar-workshop on the normal and abnormal physiology of the eye and the therapeutic approaches necessary for correcting or remedying visual problems. The seminar was held at the Illinois College of Optometry on September 10, 1970. Its title was "Vision Seminar on the Diagnosis and Therapy of Visual Problems of Children". It was attended by all the vision testers on the staff of the Chicago Board of Education Vision Conservation Program. These vision testers screen approximately 250,000 Chicago school children a year and refer about 50,000 of these children for complete eye examinations.



Vision Testers listening attentively as Dr. Schlange lectures.

CHICAGO FORUM ON VISION AND READING

The Illinois Optometric Association announces its 14th annual Forum on Vision and Reading, Sunday, November 22, 1970, at the Pick-Congress Hotel, Chicago. Theme of this year's Forum is "Classroom Management of Vision and Learning Problems".

Featured speakers and their subjects are as follows:

S. Alan Cohen, EdD, Director of the Reading & Language Arts Center, Yeshiva University, N.Y., who will speak on "Classroom Management of Learning Problems: The Educator's Approach".

A.J. Kirshner, O.D., Montreal, Quebec, Canada, whose topic will be "Vision is Integration: The Optometrist's Approach".

Patricia Ewers, PhD, Associate Professor of English, DePaul University, Chicago. Dr. Ewers, who is the parent of a learning-disabled child, will speak on "The Conspiracy of Silence".

Special student registration, which does not include lunch, is \$4.00. This reduced fee will apply to students and their wives. Programs and registration forms will be available in late September or early October.



Dr. Schlange lecturing Vision Testers.

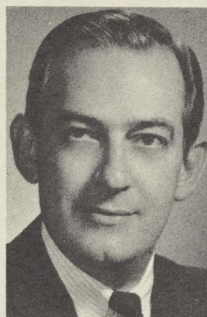
DR. SCHLANGE AND CHILDREN'S VISION

Dr. Darrell Schlange, Assistant Professor of Optometry at the Illinois College of Optometry was one of the principal speakers at a week long seminar-workshop for public school nurses. The program was entitled "A Vision Seminar on Children's Vision and Eye Care". Dr. Schlange appeared on the program on July 16, 1970. His two subjects were "Eye care - Refractive Problems of Children" and "Low Vision Aids Prescribed for Children".

The event was held at St. Alexius Hospital, Elk Grove Village, Illinois. It was sponsored by the Illinois Department of Public Health, the Illinois Society for the Prevention of Blindness and the Suburban Low Incidence Development of Exemplary Services (a Title IV program).



Shown during a break at a recent Illinois college of Optometry faculty meeting are, clockwise from left: Dr. Paul F. Shulman, Professor of Optometry; Dr. Walter S. Yasko, Director of I.C.O.'s Clinics; Dr. Hyman S. Wodis, Assistant Dean; Dr. James R. Conlon Jr., Clinical Associate; Dr. Edward C. Scanlan, Associate Professor of Clinical Optometry; and Dr. Alfred A. Rosenbloom, Professor of Optometry and Dean of ICO.



TO A BETTER PRACTICE

EARL P. FISHER, O.D.
115 Quarrier St., Charleston, W. Va. 25301

During the time that I have written this column, you have been aware that not once have I mentioned fees or fee schedules or methods of quoting fees to patients. I have done this because it is a highly personalized subject. However, the time is approaching that optometrists are going to have to develop and use the relative value fee system. I have talked to many optometrists and have heard many excuses, and have told them when it comes right down to it, I think that some of the optometrists are a little hesitant about saying, "I am a professional man and I charge for my services and the glasses are the incidental part of the total fee." About 1962, I finally got up the nerve to introduce a modified fee slip into my office. At that time, I broke down the cost of materials in the following way:

- (1) The laboratory cost of lenses plus \$10 "chair cost."
- (2) The examination fee was added as a separate item.
- (3) A fee for adjustments.
- (4) The frames were laboratory cost plus \$1.

Time passed and I went into the fee slip which I still use. On this one all of the individual tests of the visual analysis are listed separately. The additional tests such as tonometry, visual fields, night driving and etc., are listed in another column. I also have an entry for subsequent services and there is a column for a technical services fee and a column where the materials are listed. The materials used are checked: for example, single vision, special curves, and so forth. The material cost as used in my office is as follows:

- (1) The cost of frames, is laboratory cost plus \$2. One dollar is for obsolescence and for many reasons we know this is a just charge. The second dollar is for the engraving of the patient's name on the temple.

Continued next col.

PRACTICE cont'd.

(2) The lenses are presented at laboratory cost plus 15%. This means that for a single vision prescription in a basic plastic frame with safety lenses, the material cost as presented to the patient is around \$16. We don't break down the charges on each individual test, but we do give the patient a fee card which shows how much his charges are for the individual tests. I have had a minimum of problems in presenting fees this way.

The first year the fee slip was used, my gross increased \$20,000. I think this is proof positive that the patients will accept a fee presented to them as I am doing it, or variation thereof. These people know that the glasses don't cost \$40.00 and the examination \$10. Another factor which must be taken into consideration is the third party programs. Insurance programs, medicaid, medicare. Right now in a couple of the eastern states, the optometrists who are participating in state medicaid vision care programs are already in bad shape financially. They are being paid a minimum refraction fee, a minimum "fitting" fee, and cost of materials. This type of fee structure is not economically feasible.

My fellow optometrists, I am trying to say that the time has come that we must, as a profession, take a second look at the way our fees are being presented and we must act as a group, as a unit, as a local society, as a state society. We must act together to adopt a fee system that is fair to the patients and fair to ourselves, and above all, puts the emphasis on the professional services and not on the glasses.

As I mentioned, I have been using my present fee slip and card for the past three years. Many of the patients that I am seeing have already had the fee slip and fee card. When they come back, we still present them with the fee but we don't give them the fee card. If they were unhappy with the way the fees were presented, they wouldn't be back. When you come right down to it, the patients could not care less about how the charges are broken down. It's just how much the total bill is. I am not naive enough to believe that each patient will read the fee card and accept the charges as being just. He still thinks that my glasses

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PRACTICE cont'd.

cost too much. This is all right. At least if I am called on to break down my charges, I can do it with a system such as this. Those of you who still use the unit fee could be in a lot of trouble trying to break total fees to a third party without a relative value fee system.

On my fee slip, I have tried to incorporate a little propaganda which emphasizes the importance of the services and minimizes the cost of materials. If you would like to have a copy of my fee slip and fee card, I will be happy to send them to you.

Fraternally yours,

Earl P. Fisher, O.D.

Next Issue "The End of the Year"

KUSHNER from page 2

grade teacher. Kitty, husband, and baby are doing fine, and my grandson is becoming more and more interested in optometry and in trailering after having reached the ripe age of 13 months. Before long, I will have a steady companion on my trips to optometric meetings as well as in our Airstream travels. At least grandma and grandpa hope so.

During the coming year, I will be lecturing at the Academy Meeting and at the State Meeting in New Mexico, possibly others. I will attend several state meetings, and I will be very happy to see you again.

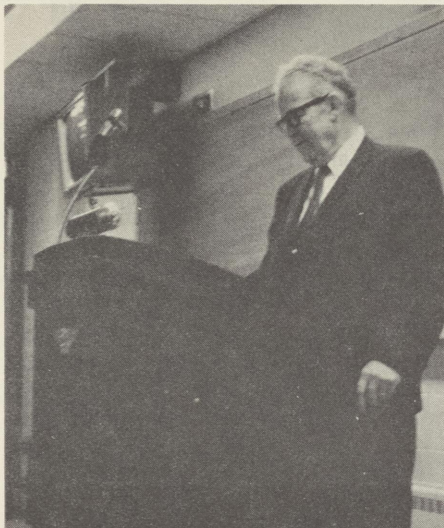
I wish to congratulate our administration. Over 400 students are now enrolled at the College, and from what I hear and see, many of them have more than the minimum requirements for entering into our profession.

Doris and I are looking forward to seeing some of you soon again. In the meantime, how about writing a note to your ex-president.

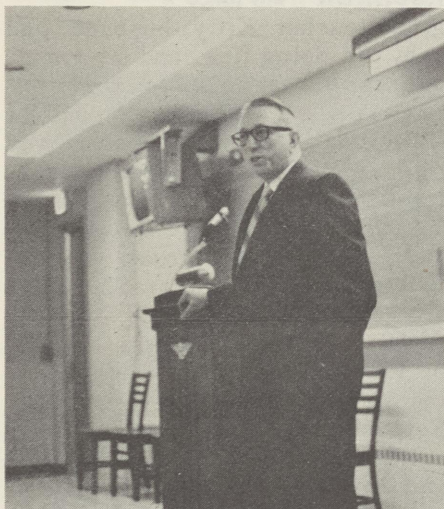
ALUMNI NOTES

David H. Sufka, O.D. has recently opened his office for the practice of optometry in St. Cloud, Minnesota. He is a 1968 graduate of Illinois College of Optometry. Dr. Sufka spent the last two years in the U.S. Army at DeWitt Army Hospital, Fort Belvoir, Virginia, where he received the Army Commendation Medal for meritorious service. The office is located in the Professional Building, 916 St. Germain, St. Cloud, Minnesota 56301.

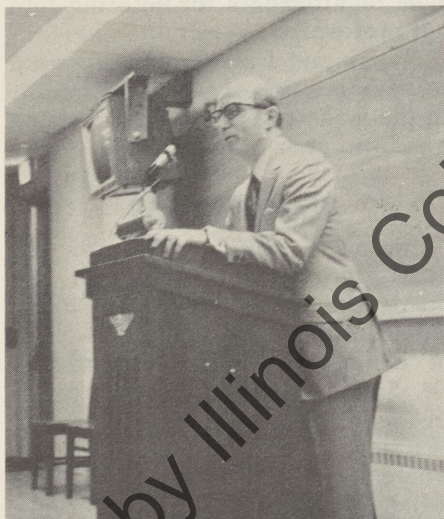
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Dr. E.W. Strawn, President of ICO, pictured during his welcoming address to the first year class.



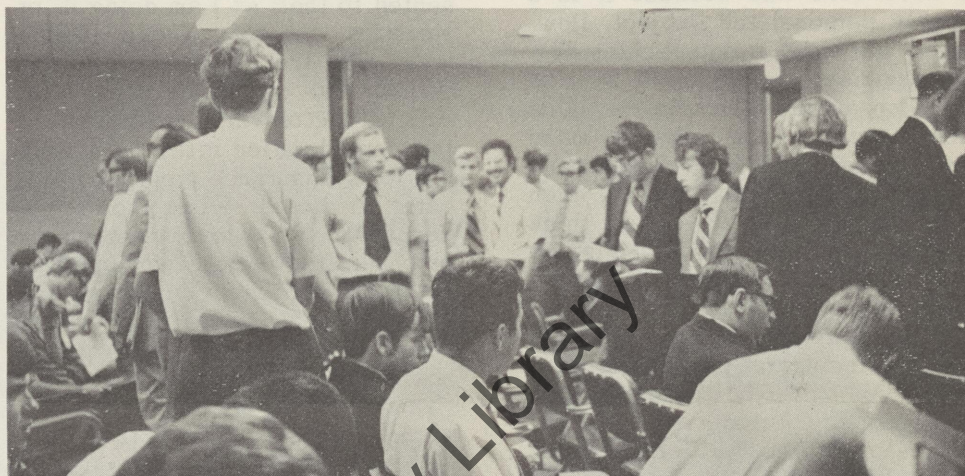
Dr. Jess E. Goroshow, Assistant to the President of ICO, welcomed ICO's Class of 1974, and gave them special insight into their military obligations and opportunities.



Dr. A.A. Rosenbloom, ICO Dean, greeted the new class, and introduced them to ICO's four year program.



Janice Jurkus, one of two female first year students, is shown surrounded by her classmates during orientation week.



First year students here compare notes during a break in orientation programming.

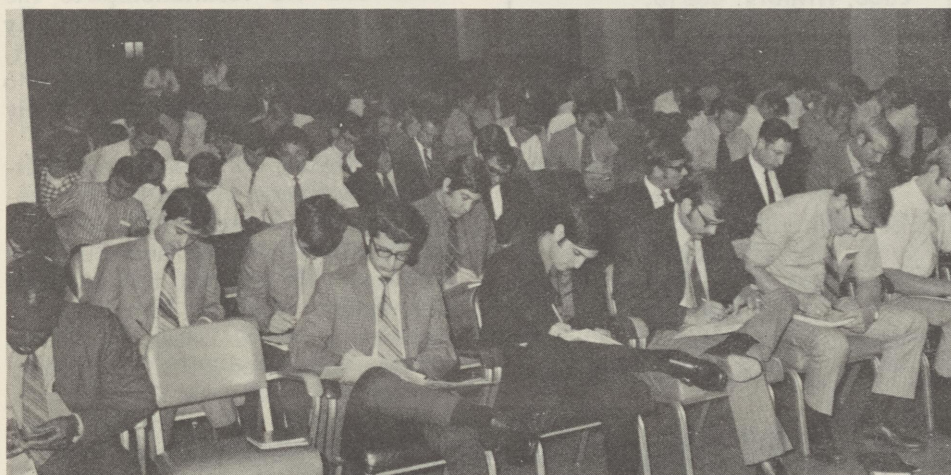
NEW YEAR BEGINS AT ICO Continued from Page One

Dahlgren, Cicero; Richard Darlington, Bloomington; Scott M. Eyestone, Brownstown; Duane L. Fontana, Chicago; Jon Robert Finnegan, Dolton; Lawrence Grot, Chicago Heights; Franklin D. Ing, Chicago; David C. Jensen Sycamore; Dennis W. Kirscher, Chicago; Constantine Kotsanis, Oak Park; Robert Walter Lazarz, Chicago; Joe L. Long, Milford; Tom Richard Masters, Lincolnwood; Harry William Murray, Evanston; James George O'Donnell, Chicago; Charles Joseph Perkins, Westchester; Stephen Mack Potakoff, Chicago; Gary Lawrence Porter, Oak Lawn; Thomas Albert Roth, Oak Lawn; Mark L. Rothschild, Park Forest; Charles H. Schumacher, II, Chicago; Claud Randall Snowden, Villa Park; Juliet Walker, Chicago; Ernest Isamo Watanabe, Chicago; Richard Edward Wojcik, Norridge; INDIANA: Steven R. Colwell, New Albany; David Scott Dyer, Rossville; David Thomas Gilmore, Portage; IOWA: Daniel Ray Doyle, Westside; Roger Harris Hill, Shannon City; Thomas N. Kluss, Clarion; Scott Allen Mescher, Dubuque; Steven L. Roberts, Swea City; Larry J. Taylor, Burlington; Rand Douglas Toney, Carlisle; Kirk Cooper Whittlesey, Humboldt; KANSAS: James Allen Sainer, Independence; MAINE: Herbert Carroll Clark, Greenville Junction; MARYLAND: Stanley Alan Appelbaum, Bethesda; Harry Neil Snyder, Annapolis; Gary R. Shpritz, Silver Springs; MICHIGAN: John Philip Abdella, Flint; Ronald Joe Anderson, Battle Creek; Robert L. Brown, Oak Park; Robert Burton Goldberg, Detroit; Paul Seymour Keller, Detroit; Stanley Marvin Konynewbelt, Zeeland; Gary James Mellon, Pontiac; Richard Thomas Melstrom, Rochester; Harold Irwin Nolish, Saginaw; Howard Rosner, Oak Park; Michael Lynn Russell, Allen Park; Charles A. Stefani, Detroit; James H. Treston, Michael Lyle Wilson, Manistique; MINNESOTA: Douglas Donal Bye, Milaca; Peter O. Lucia, Hibbing; Ben D. Stone, Hibbing; MISSOURI: Richard R. Hartig, St. Louis; Martin M. Shulman, St. Louis; MONTANA:

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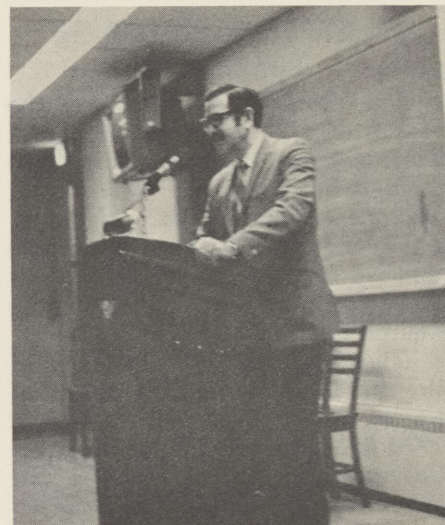


Dr. E.W. Strawn, standing rear, welcomes his special guests at the orientation luncheon.

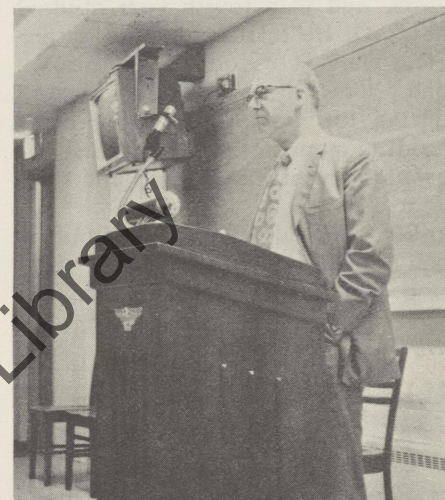


ICO's first year class taking notes as the orientation lecturer strikes an important note.

Rodger Victor Lewis, Fairview; NEBRASKA: David Lawrence Kennedy, Alma; Steven James Lehr, Papillion; Larry Eugene Malicky, Burwell; Mark A. Palmer, Albion; NEVADA: Phil T. D'Andrea, Las Vegas; NEW HAMPSHIRE: Denis Roger Allard, Manchester; Robert Edmond Allard, Manchester; Edward Chuan L. Chen, Hanover; NEW JERSEY: Samuel Houtkin, Lakewood; Michael A. Ornstein, Highland Park; NEW YORK: Saul Ian Abraham, Queens; Roy Alan Bishop, Ithaca; Thor Kilaj, Auburn; Peter Jay Epstein, New York City; Bruce H. Glatt, Hicksville; Erie Jacobs, New Rochelle; Gregory Lee Jones, Jamestown; Norbert Kulpinski, Lackawanna; Allan H. Palatnick, Brooklyn; Jeffrey Marc Rosen, Massapequa; Stephen Barry Rothstein, Brooklyn; Barton Tyler Sedgwick, Glen Head; Frederick Ira Sevin, Elmont; Donald Y. Stiles, Westport; Daniel John Protti, Utica; Richard Weinstein, Brooklyn; NORTH CAROLINA: Robert Harry Dickey, Murphy; Charles Winston Harrill, Monroe; OHIO: James Patrick Bouquet, Youngstown; Ronald Lee Detwiler, Columbiana; Greg D. Gordon, Akron; Paul Lewis Kahn, Toledo; Joel Bernard Katcher, Toledo; William Hubert Overmyer, Perrysburg; Ward Richards Ransdell, Mansfield; Michael David Schloss, University Heights; Roland Fredric Schwartz, Dayton; PENNSYLVANIA: David Anderson, Pittsburgh; SOUTH DAKOTA: James M. Barnett, Sioux Falls; John Bernard Jarding, Mitchell; Roger Allen Sona, Sioux Falls; TENNESSEE: Alfred Clinton Greene, Jackson; TEXAS: Otto H. Brown, Marshall; WASHINGTON: Wesley Wayne Arndt, Seattle; WEST VIRGINIA: Thomas Edward Griffith St. Albans; Jon Richard Oberly, Logan; WISCONSIN: David James Davenport, Fort Atkinson; James Kent Degener, Fond Du Lac; Richard L. Foss, Wisconsin Dells; Brent Lee Gibson, Appleton; Brian James Hammes, Sheboygan; John Mark Holicka, Kenosha; Janice Margaret Jurkus, Cudahy; Richard Allan Miller, Appleton; Gene David Prudhon, Evansville; Gregory Roland Sachs, Medford; Tim Raymond Seifert, Sheboygan; Larry Lee Wolf, Bloomer.



Dr. H.S. Wodis, Assistant Dean of ICO, welcomed the new students and helped orient them to their new curriculum.



Mr. H.H. Ashby, Comptroller at ICO, discussed opportunities for financial aid for the new students, and described ICO's financial rules and regulations.



Mr. James Pfeiffer, ICO Registrar, directed registration of first year students during orientation.

STUDENT-EDITOR TAKES WIFE

Wild Rose, Wisconsin, was the scene of the marriage of Sheryl Martinson and Charles Brownlow, Student-Editor of the Newsletter. The afternoon service, August 8, was held in St. Paul Lutheran Church, and was followed immediately by the reception in the Church basement.

The bride is the daughter of Mr. and Mrs. Stanton Martinson of Union Grove, Wisconsin, and is a 1970 graduate of Wisconsin State University-Stevens Point. She will spend the year teaching English to seventh and eighth grade students at Lincoln School in Calumet City, Illinois.

Charles has been Student-Editor of the Newsletter since May of 1968, and is a fourth year student at I.C.O. He fulfilled his pre-optometric work at Wisconsin State also, and has distinguished himself during his first three years here, holding many offices including the presidency of his second and third year classes.

Mr. Brownlow and his "blonde scholarship" will reside in Justice, Illinois, during this year, and plan to return to Wisconsin after his June graduation.

ALUMNI NOTES from page 5

A son, John Edwin, was born to Dr. and Mrs. James Howenstine of Steubenville, Ohio. John tipped the scales at six pounds, eight ounces as he checked into the hospital September 8th. Dr. Howenstine is a 1969 graduate of I.C.O., and spent a year on the clinic staff following his graduation. He began his practice in Ohio late in June of 1970, and is specializing in contact lenses. The Newsletter extends its heartiest congratulations and best wishes to the Howenstines.

The optometric museum at ICO recently received a gift of four pair of antique spectacles. The glasses were contributed by Dr. Mark B. Muscarella, an ICO alumnus from Keyport, New Jersey.

The staff at Illinois College of Optometry was delighted to see Dr. Kenneth W. Tinker, '31, of Traverse City, Michigan, who paid us a surprise visit on August 12. Although his was a brief visit, it allowed sufficient time for talk about "the old days".

Dr. Tinker was pleased with the changes he found in his Alma Mater.

Come again soon, Kenneth.

YOU ARE A REPORTER

Every alumnus can be an Alumni Newsletter correspondent. We depend upon you for alumni news, as our budget does not permit the hiring of reporters to blanket the nation. Anything happening in your area which you deem interesting to your fellow alumni should be sent to us. Simply write it on your letterhead, and send it to: I.C.O. Newsletter, Illinois College of Optometry, 3241 S. Michigan Avenue, Chicago, Illinois. 60616.

COMING EVENTS AT ICO

- October 16-College Awards Assembly
- October 16-Target for Today
- Oct. 25-III. Opt. Assn. ICO Alumni Luncheon at Annual Convention
- Oct. 26-28-Dr. Gordon W. McKee, '50-3 day lecture course at ICO
- Oct. 25-26-ICO Alumni Ass'n Executive Council Meeting
- Oct. 27-28-ICO Board Meeting
- Nov. 1-ASCO Continuing Education Program
- Nov. 16-18-Dr. Irvin M. Borish, '34, Lectures to ICO students

SHULMAN. . .from page 2

On August 5, Dr. Shulman was invited to lecture to the Ophthalmological staff of the Hadassah Hospital and presented a seminar dealing with newer methods of glaucoma detection as taught at the Illinois College of Optometry for routine glaucoma detection. Dr. Shulman then involved an additional day in the Contact Lens Clinic of Hadassah Hospital with Dr. Arthur Levinsen, Director of the Contact Lens Clinic and an alumnus of the Illinois College of Optometry. The Ophthalmological and Orthoptic departments of the hospital represent the largest such medical facility in the Middle East.

Following Dr. Shulman's lecture tour through Israel, he then visited Athens and continued on to London, England where he toured the facilities of the City University Department of Ophthalmic Optics. These optometric training facilities represent the largest college of optometric study on the European continent. Dr. Shulman returned with numerous slides representing the methods of optometric practice throughout these portions of the world.

DR. GOROSHOW TO ASSIST SURGEON GENERAL

Dr. Elmer S. Friedberg, chairman of the A.O.A. Committee on Military Affairs, announced the appointment of Dr. Jess E. Goroshow, assistant to the President of Illinois College of Optometry, as optometry consultant to the U.S. Surgeon General. Dr. Goroshow accepted the appointment willingly and expressed his "sincere desire to be of assistance in any manner possible".

As optometry consultant to the Surgeon General, Dr. Goroshow will be called for consultations concerning the optometric profession and its relationship to the Army. The position was formerly ably manned by Dr. H. Ward Ewalt, a past president of the A.O.A., who acted as the consultant for many years.

Dr. Goroshow's extensive military experience should be of benefit to the Surgeon General. He started his military service prior to World War II and remained in the Ready Reserve following his release in 1945. Later, Dr. Goroshow completed the U.S. Army Command and General Staff Course, was selected as instructor there, and taught in U.S. Army Reserve schools for thirteen years until his retirement as a full Colonel in 1968.

Dr. Goroshow has previously worked closely with the U.S. Department of Health, Education and Welfare and has testified before Congress regarding military legislation.

A very successful practice in Denver, Colorado, and his extensive experience at Illinois College of Optometry, as well as his service on many and varied committees throughout the profession make Dr. Goroshow a very fine representative for optometry, and should also aid him in his counseling position.

ALUMNI FUND AIDS NEEDY STUDENTS

The Alumni Association of ICO announces the formation of an emergency student loan fund. This fund will provide extra financial aid for needy students on a no interest basis. Loan applications and fund distributions will be handled through the office of Dr. Jess E. Goroshow, Assistant to the President of ICO.

LOYOLA-I.O.A. CONFERENCE HELD

The Illinois Optometric Association cooperated with Loyola University in planning the First Annual Reading Processes Conference, held September 27 at Loyola. This year's program was titled "Education in Crisis: The Child", and was headlined by Dr. S. Alan Cohen, Yeshiva University, Dr. David Rose, an optometrist from Milwaukee, Wisconsin, also a lecturer at Marquette University, and Rhody McCoy, Superintendent of Schools for Washington, D.C.. Other speakers on the program included; Dr. Alfred Rosenbloom, Dean of Illinois College of Optometry; Dr. Virginia F. Lewis, Assistant Superintendent for Human Relations, Chicago Public Schools; Dr. Douglas McCagan, Superintendent of Schools for District 123, Oak Lawn, Illinois; Dr. Lilian Vittenson, Professor of Education at Northeastern Illinois University. This group, including Dr. Rosenbloom, joined the keynote speakers for a panel discussion which entertained questions from the audience concerning the program's subjects.

Continued p. 12

DR. ROSENBLOOM AND DR. SHULMAN FEATURED AT NORTH CAROLINA SEMINAR

Dr. Alfred A. Rosenbloom, Dean of Illinois College of Optometry and Dr. Paul F. Shulman, Professor of Optometry and Ocular Pathology were featured lecturers at a two day educational seminar sponsored by the North Carolina Optometric Association. The seminar, held on September 12 and 13, 1970 at the Hilton Inn in Winston Salem, North Carolina, was attended by a record audience.

The eight hour lecture series by Dr. Rosenbloom covered: The Optometrist's Role in Low Vision Care; Contact Lens Design Variables and Fitting Techniques—A Review; and The Optometrist Today—His Economic and Social Status. Dr. Shulman's eight hours of lecture was devoted to a comprehensive presentation of Optic Nerve and Retinal Pathologies.

Another feature of the seminar was a jointly presented progress report on Illinois College of Optometry. Highlighted by a Kodachrome slide series, the speakers presented an illustrated commentary on the

Continued page 12

DR. GOROSHOW To A.O.P.F.

Dr. Jess E. Goroshow, Assistant to the President of Illinois College of Optometry, was recently appointed to a five-man committee to study the organization and purposes of the American Optometric Progress Fund, and to recommend what procedures and what courses of action are necessary to ensure full participation for all of optometry. The committee was formed by Dr. O. Doyle Dannenberg, President of the American Optometric Foundation, on the recommendation of Dr. Lester Hussey, President of the American Optometric Association.

The Progress Fund was developed to aid optometric schools and colleges nationwide with donations from practitioners, laboratories, and other concerned parties. Illinois College presently does not participate in the program. Dr. Goroshow was appointed to the committee to relate I.C.O.'s views on the issue.

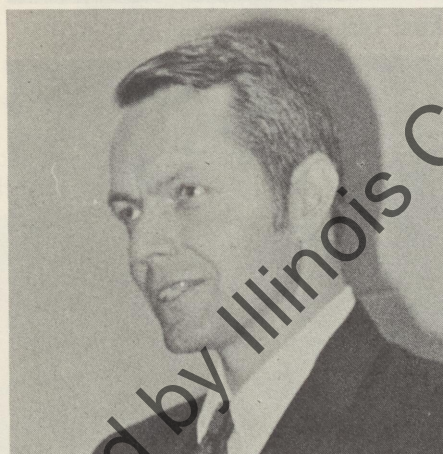
ILLINOIS VISION SERVICES MEETING AT ICO

Illinois College of Optometry was host to members of the Illinois Optometric Association on August 17, 1970. The purpose of the meeting was to explain the recently executed contract between the Illinois Vision Services Committee and the Marine Terminal Welfare Fund. The contract, which was a first for Illinois, was negotiated by the Vision Institute of America, Inc., and Mass Insurance Consultants and Administrators, Inc. It provides vision care to employees, spouses and dependents.

Speakers were Fred Beachler, Executive Vice-president of the Vision Institute of America; Larry Ferguson, Senior Group Consultant for Continental Casualty Co; Mr. Robert Heusinkveld, Mass Insurance Consultants and Administrators and Dr. Albert Bucar, Immediate past-President of the Illinois Optometric Association and Chairman of the Illinois Vision Services Committee who also conducted the question and answer period.



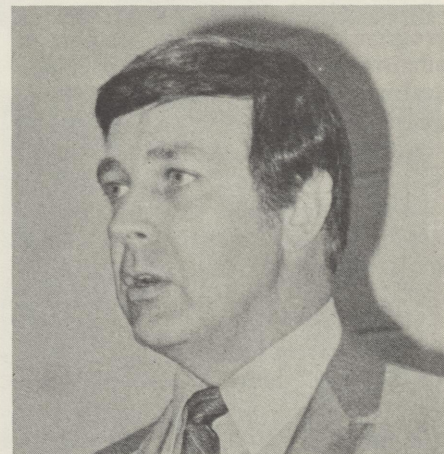
Mr. Larry Ferguson, Senior Group Consultant for Continental Casualty Company.



Mr. Robert Heusinkveld, representative of Mass Insurance Consultants and Administrators.



Dr. Albert Bucar, Immediate past-President of the I.O.A.



Mr. Fred Beachler, Executive Vice-President of Vision Institute of America.

TWO BEAUTIFUL LETTERS

These two letters indicate that the ICO externship program which has now completed its fifteenth year continues to be very successful thanks to the cooperation of our loyal alumni.

DR. WILLIAM J. BAKER
DR. EARLE L. HUNTER

Phone 472-6186
Area Code 503
P. O. BOX 298

McMINNVILLE VISION CLINIC
OPTOMETRISTS
FOURTH AND EVANS
McMINNVILLE, OREGON 97128

August 18, 1970

Alfred A. Rosenbloom, O.D.
Dean, Illinois College of Optometry
3241 S. Michigan
Chicago, Illinois 60616

Dear Al:

Just a short note and report on the extern week spent with Steve Jacobsen and Dale Bohner. Doreen, the children, and I all enjoyed them very much as house guests. They couldn't have been nicer. I think they managed to get out with some of their contemporaries some, and we did have a lamb bar-b-que for about 40 people which included a good number of optometrists and wives, some recent graduates, some not so recent, and a couple of O.D. educators, Brad Wild and Dick Septon. We hoped they got something of value from that evening.

I believe they enjoyed their time at our office. It was probably unfortunate that Oregon, and particularly our county, is in quite a recession period now, due to various nation-wide economic problems and the Oregon economy being pretty well tied to lumber and housing. We therefore were certainly not swamped with patients, but I think they worked with both my partner and myself enough to see a couple of different styles and approaches to problems.

They helped in our business office with the Control-O-Fax system, and balancing the cash, etc., and took a sample copy of most of our forms. Our optometric assistant had just left us, so they also helped with some frame selection, repair, etc.

I took them up to Pacific University one morning, and they received a nice tour of the facilities there and met and talked with some 6th year students there. I think it was beneficial to the students from both schools, as they seemed to discover the problems were quite similar, and that they really weren't being "picked on" at their own school!

Best of luck with this extern program. I think it is valuable for both students and practitioners, as it keeps us sharper, also. If I can help again, please don't hesitate to call. Best personal regards, and aloha!

Earle

Earle L. Hunter, O.D.

DR. DAVID SIMON
DR. JAMES BLUMENTHAL
practice of optometry

specializing in
children's vision problems
104 west 144th street
riverdale, illinois 60627

phone
849-4040
849-3110

September 11, 1970

Dr. Strawn & Dr. Rosenbloom
Illinois College of Optometry
3241 South Michigan Avenue
Chicago, Illinois

Dear Dr. Strawn & Dr. Rosenbloom:

We are taking this opportunity to thank you for the fine caliber and knowledgeable Doctors of Optometry graduating from our school. We have had the honor and privilege of having Dr. Vito Racenelli and Dr. Robert Edwards as externs and associates at our offices and hospital clinic. We found their knowledge of Optometry and their desire to obtain further knowledge extremely gratifying.

I believe the objectives and final excellent results of our school should be brought to the attention of our incoming students and to all students seriously desiring to make Optometry their life goal.

We as past graduates can attest to the excellent training and guidance of our teachers and administrators at Illinois College of Optometry.

We are proud and eager to have any of your students spend time at our offices and associate with us in seeing the end result of the four years spent at Illinois College.

Let us again thank you for the students that associated with us. We in the field are proud of these gentlemen, and know the future of our profession will gain in stature and respect with each graduating class.

If we can be of any help to you or the students, please do not hesitate to call upon us.

Sincerely yours,

David Simon
Dr. David Simon, O.D.
Dr. James Blumenthal, O.D.

kbk

OUR BUSY DEAN

Dr. A.A. Rosenbloom was recently notified of his appointment by A.O.A. President Lester R. Hussey to serve as a member of the A.O.A. ad hoc Committee on the Survey of Optometry. Dr. H. Ward Ewalt is chairman of this committee. Other members are Dr. Charles E. Seger and Dr. Alden N. Haffner.

Dr. Rosenbloom has also been notified of his appointment to serve on an A.S.C.O. committee to work on an educational test for optometry. I.C.O. is the only optometry college that has used a testing program for many years as part of admission procedure. It is hoped that a standardized test for all optometry schools can be formulated similar to tests used by other professional schools.

Dr. Rosenbloom attended an interprofessional meeting in Minneapolis, Minnesota on Sunday, Aug. 23.

Dr. Rosenbloom has been appointed to the Review Committee for H.E.W. Institutional Grants. His first meeting with this group will be on October 12 and 13 in Washington. We are all pleased at Dr. Rosenbloom's appointment to this very important committee.



New York, 1970 - First Year



Wisconsin, 1970 - First Year

ALUMNI ASSOCIATION ACTIVITY

The Executive Council of the Illinois College of Optometry Alumni Association recently announced the completion of four projects which will be of direct benefit to the students and the college. The first was new furniture for the student lounge. The students had expressed a need for some tables for their lounge and the Alumni Association was pleased to provide these for the students.

An emergency loan fund was established. This fund is available to the students to be used in cases of emergency and may be paid back over a number of years.

The third project was a special fund for those students who need financial help to participate in the externship program. These grants are a gift to the students who need assistance and are not repaid. The Executive Council feels the externship program is very important and no student should miss the opportunity because of financial needs.

The Alumni Association also purchased several new tables for the college to be used in conference type meetings. The college facilities are used by student groups and also by local optometric societies for conference meetings.

Dr. Glenn Moore and Dr. J. E. Goroshow attended a meeting of the Alumni Association Executive Council at the O'Hare Inn on Sunday, August 16. They report that elections took place on August 15. New Officers of the Alumni Association are:

President:

Dr. C.K. Hill

Vice-President:

Dr. Robert Rosenthal

Secretary-Treasurer:

Dr. Kenneth P. Martin

Dr. F.R. Kushner has been appointed the Alumni representative to work with the College concerning the Optometric Progress Fund.



Iowa, 1970 - First Year



Ohio, 1970 - First Year



Michigan, 1970 - First Year



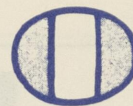
Colorado, 1970 - First Year



Illinois, 1970 - First Year



New England, 1970 - First Year



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ALUMNI NEWS LETTER



Illinois, 1970 - First Year

LOYOLA from page 9

This was a landmark conference, as the all-important inter-disciplinary approach to learning difficulties was the very root of planning. As sponsorship was inter-disciplinary, so was the interest, with the conference attended by educators, psychologists, vision specialists and other interested parties. Hopefully, this was the first of many annual conferences, cosponsored by the I.O.A. and Loyola University.

DR. TOBIASZ SPEAKS TO MARYVILLE

Dr. E.C. Tobiasz, Associate Professor of Optometry at Illinois College of Optometry spoke at Maryville Academy, Des Plaines, Illinois, on September 23. His audience consisted of teachers, grade 1 through grade 8, counselors, sisters and priests. The title of his subject was "Vision Therapy Through Vision Training."

Dr. Tobiasz is Director of Vision Services at Maryville Academy.

NORTH CAROLINA from page 9

new I.C.O. facilities, its faculty and invocative four-year curriculum.

A continuation of these highly successful educational seminars is being planned by the North Carolina Optometric Association.


URGENT

For teaching purposes the Illinois College of Optometry is in need of old spectacles (especially bifocals) to be used in laboratory work. If you have any you could contribute, please send them to:

Dr. D. Farrar, Ass't. Prof. of Opt.
Illinois College of Optometry
3241 South Michigan Avenue
Chicago, Illinois 60616

This is a constant need, so such contributions will be appreciated at anytime.

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